

Message Text

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R 261541Z APR 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 410
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMCONSUL GOTEBOG UNN

UNCLAS SECTION 1 OF 2 STOCKHOLM 1773

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: APRIL ELECTRONICS SHOW PRELIMINARY REPORT

REF: STOCKHOLM 1668

1. ELECTRONICS COMPONENTS/PRODUCTION & TEST EQUIPMENT EXHIBITION.
2. US TRADE CENTER FOR SCANDINAVIA, STOCKHOLM, APRIL 18-21, 1977.
3. SEVENTYTHREE EXHIBITORS (25 NTM, 48 OTM); 23 PARTICIPANTS
(8 NTM, 15 OTM).
4. ACTUAL SALES DURING SHOW. \$226,375; SALES EXPECTED NEXT 12
MOS: \$6,385,475.
5. ACTUAL SALES NTM: \$135,800; OTM: \$90,575
PROJECTED SALES NTM: \$2,251,000; OTM: \$4,134,475
6. THREE EXHIBITORS SOUGHT REPRESENTATION.

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7. ONE EXHIBITOR APPOINTED ONE REPRESENTATIVE DURING SHOW.
8. ONE EXHIBITOR EXPECTS TO APPOINT ONE ADDITIONAL
REPRESENTATIVE IN NEXT 12 MOS.
9. REGISTERED VISITORS: 1,003.

10. SUCCESS STORIES:

(A) NTM COMPUTER NUMERICAL CONTROL CORP OF REDFORD, MA INTRODUCED THEIR WIRE-WRAP AUTOMAT TO SCANDINAVIA. LARS-GORAN JENSEN, SALES MANAGER OF V.M. CHRISTENSEN, THEIR SWEDISH REPRESENTATIVE EXPECTS TO SELL \$105,000 WORTH OF CNC'S MACHINES TO THE PROSPECTS MET AT THE SHOW, \$30,000 OF THE TOTAL TO DANISH CUSTOMERS. CHRISTENSEN REPRESENTED FOUR US MANUFACTURERS AT THE SHOW AND PROJECTS SALES OF \$235,000 AS A RESULT. MR. JENSEN COMMENTED, "... VERY CONTENT WITH QUALITY AND QUANTITY OF VISITORS. GOOD MARKETING OF THE SHOW." CLEARED FOR PUBLICATION.

(B) INTEGRERAD ELEKTRONIK AB OF SWEDEN REPRESENTED FIVE US MANUFACTURERS AT THE SHOW AND REALIZED \$100,000 IN FLOOR SALES, \$50,000 FOR NTM MASTECH, INC. OF SYRACUSE, NY, WHICH INTRODUCED THEIR DECRETE SEMICONDUCTOR TEST SYSTEM TO SCANDINAVIA AND \$50,000 FOR NTM MICROTEST SYSTEMS, INC. OF SUNNYVALE, CA WHICH INTRODUCED THEIR DYNAMIC BURN-IN TEST SYSTEMS FOR INTEGRATED CIRCUITS TO SCANDINAVIA AT THE SHOW. GORAN EDENSVARD, SALES MANAGER OF INTEGRERAD WHO REPORTED THAT HE EXPECTS \$925,000 IN ADDITIONAL SALES TO RESULT FROM INTEGRERAD'S PARTICIPATION IN THE SHOW, COMMENTED "... GOOD ATMOSPHERE THROUGHOUT SHOW. TOTAL SATISFACTION WITH SHOW." CLEARED FOR PUBLICATION.

(C) TH'S ELEKTRONIK AB OF SWEDEN REPRESENTED FIVE US COMPONENTS MANUFACTURERS AT THE SHOW AND SOLD \$15,000 WORTH OF COMPONENTS OFF THE FLOOR. PROJECTING \$142,000 IN ADDITIONAL SALES AS A RESULT OF THE SHOW, HELGE NORDEN, SALES MANAGER, COMMENTED "THIS SHOW WAS PERFECT-FAR ABOVE EXPECTATIONS. WILL BE MORE THAN HAPPY TO COME BACK. BEST SHOW WE EVER PARTICIPATED IN." CLEARED FOR PUBLICATION.

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FOR: BIC/OIM:TRAFTON

(D) TERADYNE, INC. OF BOSTON, MA WAS REPRESENTED AT THE SHOW BY A NEW SWEDISH AGENT, AKTIV ELEKTRONIK AB, WHICH EXPECTS TO REALIZE \$830,000 IN SALES OF TERADYNE'S ELECTRONICS TEST SYSTEMS AS A RESULT. AKTIV PROJECTED AN ADDITIONAL \$170,000 IN SALES FOR TWO OTHER US FIRMS REPRESENTED AT THE SHOW. BENGT FORSBERG, SALES MANAGER, COMMENTED "...THE RIGHT BUYERS ATTENDED THIS SHOW." CLEARED FOR PUBLICATION.

11. OVER A THOUSAND TRADE VISITORS REGISTERED AT THE TRADE CENTER DURING THIS FOUR DAY SHOW (THE HAND COUNT WAS AN ADDITIONAL 67). EXHIBITORS TOLD US THAT THEY SAW EVERY POSSIBLE PROSPECT IN SWEDEN FOR PRODUCTION AND TEST EQUIPMENT. THE NUMBER OF KEY PROSPECTS FOR COMPONENTS WHO VISITED THE SHOW WAS SATISFACTORY CONSIDERING THE SMALL NUMBER OF COMPONENTS FIRMS IN THE EXHIBIT. SEVENTY-ONE OF THE 73 EXHIBITORS WERE REPRESENTED AT THE SHOW BY SWEDISH AGENTS AND DISTRIBUTORS. OF THE REMAINING TWO EXHIBITORS, HUTCHINSON, ENGAGED A SWEDISH FIRM TO MAN ITS BOOTH; THE OTHER, COMPUTER AUTOMATION, INC., FOUND A SWEDISH REPRESENTATIVE AND PLANS TO SIGN THE AGREEMENT SHORTLY. IN ADDITION, PAIA ELECTRONICS, INC. APPOINTED A SWEDISH DISTRIBUTOR
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DURING THE SHOW. THE IMPRESSION OF INTENSE ACTIVITY ON THE EXHIBIT FLOOR THROUGHOUT THE ENTIRE EXHIBITION WAS BORNE OUT BY THE VERY SUBSTANTIAL SALES RESULTS. THE SEMINAR AND TECHNICAL COURSES CONTRIBUTED TO THE HIGH LEVEL OF PROSPECTS WHO VISITED THE SHOW AS DID THE ANNUAL MEETING OF THE SWEDISH ASSOCIATION OF ELECTRONIC ENGINEERS HELD AT THE TRADE CENTER APRIL 21. SEVEN TECHNICAL PRESENTATIONS BY EXHIBITORS ROUNDED OUT THE FULL ACTIVITIES PROGRAM. THE DEPUTY CHIEF OF MISSION REPRESENTED THE AMBASSADOR AT THE RECEPTION APRIL 18 WITH GUEST OF HONOR BERTIL TOREKULL, EDITOR-IN-CHIEF OF DAGENS INDUSTRI, THE MOST IMPORTANT INDUSTRIAL JOURNAL IN SCANDINAVIA. THE EMBASSY AT HELSINKI GAVE US DATA ON 17 FINNISH BUSINESSMEN WHO PLANNED TO VISIT THE SHOW INCLUDING THE PRODUCTION MANAGER OF THE LEADING FINNISH MANUFACTURING COMPANY IN THE CABLE, RUBBER AND ELECTRONICS FIELD. WE ARRANGED BREAKFAST FOR A GROUP EXPECTED TO ARRIVE BY BOAT APRIL 19, BUT A STRIKE THAT INTERCEPTED FINNISH BOAT AND PLANE TRAVEL ABORTED THE VISIT. AN ECONOMIC/COMMERCIAL OFFICER AT OUR EMBASSY IN OSLO ATTENDED THE SHOW APRIL 18 AND 19 AND WAS AVAILABLE TO ASSIST

EXHIBITORS REGARDING THE NORWEGIAN MARKET.

12. COMMERCIAL ATTACHES IN THE OTHER NORDIC COUNTRIES HAVE REPORTED THAT INTEREST IN MOST TRADE CENTER SHOWS SEEMS TO BE PROPORTIONAL TO THE NUMBER OF PARTICIPANTS SEEKING NORDIC REPRESENTATION. ONLY TWO PARTICIPANTS WERE SHOWN AS SEEKING NORDIC REPRESENTATION IN PRE-SHOW PUBLICITY. GIVEN THIS AND THE FINNISH TRANSPORTATION STRIKE, THE NUMBER OF NORDIC VISITORS FROM OUTSIDE SWEDEN WAS MORE THAN EXPECTED. NO REPRESENTATION LEADS OR PROSPECTS OUTSIDE SWEDEN WERE REPORTED AT THIS SHOW SINCE ONE OF THE PARTICIPANTS SEEKING NORDIC REPRESENTATION DID NOT SEND A REPRESENTATIVE TO THE SHOW BUT HAD THE BOOTH MANNED BY A SWEDISH FIRM, AND THE OTHER PARTICIPANT, A SWEDISH FIRM, DID NOT SEEK NORDIC REPRESENTATIVES AT THE SHOW SINCE ITS AUTHORITY TO APPOINT REPRESENTATIVES OUTSIDE SWEDEN HAD NOT BEEN CLARIFIED BY ITS PRINCIPALS. SINCE ALMOST ALL THE PARTICIPANT'S REPORTS WERE FILLED OUT BY SWEDISH REPRESENTATIVES, THE SHOW FIGURES INEVITABLY UNDERESTIMATE THE RESULTS FOR THE UNCLASSIFIED

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NORDIC COUNTRIES. A NUMBER OF THE PARTICIPANTS WERE SWEDISH FIRMS THAT WERE NOT INTERESTED IN MARKETING IN THE OTHER NORDIC COUNTRIES. IN SOME CASES THEY DID NOT BOTHER TO NOTE PROSPECTS FROM OUTSIDE SWEDEN, AND IN MOST CASES THEY DECLINED TO REPORT SALES TO BE EXPECTED OUTSIDE SWEDEN. NEVERTHELESS, SALES RESULTS FOR OTHER NORDIC COUNTRIES EXCEEDED THE PROPORTION OF VISITORS FROM THOSE COUNTRIES (6.2 PERCENT) AS FOLLOWS: 7.2 PERCENT OF SALES LEADS (53 FROM DENMARK, 92 FROM FINLAND, 102 FROM NORWAY); 12 PERCENT OF IMMEDIATE SALES (\$22,000 TO FINLAND, \$5,500 TO NORWAY) AND 21 PERCENT OF SALES PROJECTIONS (\$451,000 TO DENMARK, \$475,000 TO FINLAND, \$432,000 TO NORWAY). SMITH

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